PRINTERS' INK.

VOL. II.

NEW YORK, JANUARY 29, 1890. No. 16.

FOR ANY INFORMATION **ABOUT** NEWSPAPER ADVERTISING

ADDRESS

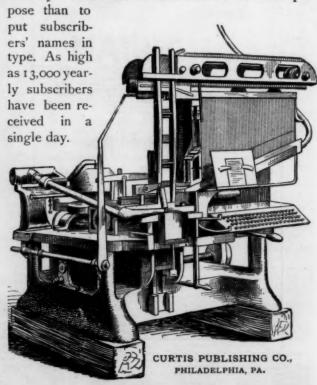
N. W. AYER & SON,

Newspaper Advertising Agents,

PHILADELPHIA.

THE LADIES' HOME JOURNAL

Is the only publication in America having a subscription list so large as to require machinery for putting its subscribers' names in type. Two of the Merganthaler type-setting machines are now in constant use in the JOURNAL office and are used for no other pur-



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II. NEW YORK, JANUARY 29, 1890.

No. 16



THE NEW "WORLD" BUILDING.

THE NEW YORK "WORLD," with an energy of 3,500 incandescent

fitly crowned and attested by the erec. walls of the building. tion of the great building, the picture The newspaper on whose foundation of rock-faced Quincy granite. The with the Morning Courier. For thirty-entrance arch, 78 feet high to the key two years the New York Courier and curb to the parapet on the thirteenth company of gentlemen who established The domed tower rises five the World. stories higher. The architect is Mr. It was in 1860, on June 14th, that George B. Post, who was also the de- the World first appeared. It was dissigner of the Times building.

eighteen stories above the ground- been discovered that a religious daily floor. The compositors will be in the newspaper could not be made successwill be the city staff; on another, the ton Marble became the editor-in-chief, editorial writers; and on the others, and under his management the World the special writers, department men, was a brilliant, vigorous, and influenweekly edition staff, file room, library, tial organ of the party. On December rant for the employees of the paper.

ernous spaces for the machinery and syndicate of capitalists, who were repfor the delivery department. A drive- resented by Mr. William Henry Hurlway from Frankfort Street will admit bert, who organized the Press Pubwagons for the reception of the papers, lishing Company, all the stock of which will come up from the pressroom on four fast-running pneumatic May 10, 1883 .- Harper's Weekly. elevators. The press-room, in the sub-basement, has a capacity of ten sub-basement, has a capacity of ten quadruple presses, equivalent to forty Hoe web presses. This machinery will be driven by a 300 horse-power corliss engine. The storage-room for which counts its subscribers by the year in paper will be in the basement, and will be capable of holding 500 tons of white roll paper. The electric plant, malist.

lamps, will be in the vault under the The success of the World newspaper sidewalk. The boiler-room, with 1,000 under the management of Mr. Pulitzer horse-power capacity, is on the bridge is one of the most important business side, but located at the bottom of the achievements of recent years. It is light well, and entirely outside of the

of which is presented on the preceding the World rests was established in page. The site is the corner of Park 1813. It was named the National Row and Frankfort Street, and the Advocate, and its editor was Mr. Henry dimensions of the lot are 115 by 136 Wheaton. In 1826 Major M. M. Noah feet. The walls on Park Row and bought the National Advocate, and Frankfort Street are of red Corsehill changed its name to the Enquirer. Scotch sandstone, with buff terra-cotta Then, years afterward, the paper passed and polished granite ornamentation, under the control of General James The sandstone rests upon a basement Watson Webb, and was consolidated and with a noble span of 30 feet, is Enquirer was the leading Democratic very impressive. The main front will organ of the city, and then its Associrise nearly two hundred feet from the ated Press franchise was bought by the

It was in 1860, on June 14th, that tinctively a religious newspaper. A The World's new building will year afterward, in July, 1861, the tower above the highest of its neigh- World bought the Associated Press bors. The occupants of the upper- privileges of the Courier and Enquirer, most room in the domed tower will be and a year after that, in 1862-it having thirteenth story, under the flat roof. ful, at least in the stirring times of Eleven stories contain 150 large offices. war—the paper was sold to a com-The tower, which is 50 feet in diam-pany of distinguished Democrats, chief eter, is to be devoted to the writing among whom were Mr. August Belmont force of the newspaper. On one floor and Mr. S. L. M. Barlow. Mr. Man-On the flat roof is to be built the 29, 1869, Mr. Marble became its sole art department of the World, including proprietor, paying \$100,000 for the a completely furnished photographic one-fourth interest which he did not Here also is to be a restau- own before. For seven years Mr. Marble continued to publish and edit Under the building are great cav- the newspaper, and then sold it to a which was purchased by Mr. Pulitzer,

THE ANNUAL REVISION OF also give a circulation rating. An ad-THE AMERICAN NEWS-PAPER DIRECTORY.

STANDS FOR FAIR PLAY.

ENOCH MORGAN'S SONS Co., 439 WEST ST., N. Y., Jan. 14, 1890. Messrs. Geo. P. Rowell & Co. :

DEAR SIBS—Although our house has done no business with Advertising Agencies for over-five years—it being my contract to do it direct with the publishers as far as prac-ticable—I have found the American News-paper Directory very valuable. Aside from its direct information it often assists me to face down a pretentious circulation sweller.

"Let us see what Rowell gives you?"
"We take no stock in that book—they
wanted our advertisement and we didn't

"But did you send them your statement of issue? They wanted that just as badly—perhaps more."
"No, we just shut down on it and ignored

the whole matter. They only print it to make money."

"That's true, but so do Bradstreet and "That's true, but so do Bradstreet and Dun print their agency books for profit, When you can show me any better News-paper Directory I will adopt it. Next year you had better get in the list with *** op-posite your name. It helps advertisers to measure the case, and it might help you in *board."

the end."
"But the whole thing's a scheme". Just here I get impatient, and say with em-

"My friend, if you thought better of other reputable people I would be inclined to think better of you and your paper. Whatever you may believe, it is my belief that Rowell's Directory aims to be honest and square."

Assures me that he will see me again, etc. Yours truly,

ARTEMAS WARD, Advertising Manager.

the standard authority on newspaper accorded. statistics, is doubtless but a natural the revisers, and will be issued on the and gives statements in round figures, last day of March.

the current edition of the Directory. with a loop-hole. Each publisher was informed that the every American newspaper, and will acter of an advertisement, or whether

dressed post-paid envelope was inclosed

for a reply.

On the matter of a report of the circulation of his own paper the attention of every publisher was directed to the experience in past years, wherein it had been found possible to divide news-papers into four classes: class one, consisting of papers which had given a satisfactory circulation report: class two, of papers which made a report which was not so definite as to make it satisfactory; class three, of papers which had refrained from communicating any information at all upon the subject of circulation: class four, of papers which had ignored applications and given no information whatever.

Attention was specially directed to the fact that to have a correct circulation rating costs nothing; all that is required being that the facts be furnished. Every publisher was informed that a plain statement made in substantial accordance with a sample furnished, covering a period of three months; signed with a pen and dated, is always received with confidence: and that sworn statements and printed affidavits are not

specially valued.

To every publisher in every State there was inclosed a complete catalogue of all the papers issued in that State: together with the circulation rating accorded to each: and this catalogue was accompanied by a request that he examine the list in the light of local knowledge and mark with a plus That the American Newspaper Di- mark (+) every paper that can sustain rectory has so long been recognized as a higher circulation rating than that

Formerly it was the practice to reacknowledgment, on the part of the turn circulation reports which were not public, of the efficacy of the painstak- such as were hoped for; but long exing care which has always been be-perience has shown that failure to stowed upon its yearly revisions. The send a report arises from disinclination edition for 1890-the twenty-second rather than oversight; and that a reannual edition-is now in the hands of port which ignores the plan suggested signed with a hand-stamp, not signed On the 21st of October last a sealed at all, or not dated: or in some way envelope, was mailed to each one of the left less than definite, is so made bemore than 17,000 periodicals named in cause the publisher prefers a statement

The editor of the Directory does not Directory undertakes to report the take cognizance of any statement made name; day, days, or frequency of is- in an advertisement which is to apsue; politics, or general character; appear in the book: for at the time of number and size of pages; yearly sub-fixing the circulation of a newspaper, scription price; year of establishment, it is found to be better that the editor and editor's and publisher's names of shall neither know the contents or charthere is or is not an advertising order NEWSPAPER ORNAMENTS.

In 1888 the publishers of the American Newspaper Directory caused three asterisks (***) to be attached to the circulation ratings of about one thousand papers, which had been fixed in exact accordance with a publisher's detailed statement: and offered a reward of one hundred dollars for each and every case where a rating so marked could be shown to be untrue.

Scarcely a dozen of these ratings were questioned during the year.

The reward was, however, claimed and paid in one instance (the Wauke-

gan, Ill., Gazette).

In the 1880 edition of the Directory there are eleven hundred and fortynine publications having the circulating ratings marked with three asterisks (***), and in that year, as in 1888, the reward was claimed and paid in one instance. The Skandinavisk Tribune. of Madison, Wis., was the guilty paper

for that year.

The ratings of circulations in the Directory is given by letters, or the combination of letters and figures, of which the significance is explained by a key; but for every paper, the publisher of which furnishes in good faith a statement in detail for the period of a full year the actual average for the year This service is printed in numerals. is rendered freely for the benefit of those publishers who wish to have the public informed of the actual rather than approximate circulation: - See New York World and 423 other papers in the Directory for 1889.

A principal reason why prominent newspapers refrain from making an honest statement of actual issues is admitted by the publishers to be the fact that the public think the edition to be larger than it actually is; consequently, as the publisher don't wish to lie about it, and the truth would be damaging, such a case seems to be one

where SILENCE IS GOLDEN.

THE newspaper advertisement is like the enchanted wand which touched the rock of old, and gives you out of its inexhaustible stores every good that humanity desires in the utmost perfection, or, better, at the lowest possible price or less. Food the most nuritious and palatable, raiment the most comfortable and fashionable, drinks the worst appreciation of the properties of the propertie petizing and refreshing, medicines that never fail of effecting complete cures. Certainly if we do not live long, thrive and prosper, look young and handsome and never die, the adver-tisement is not to blame,—John Manning.







A few years ago nearly all newspapers plastered little cuts, such as the above, all over their advertising columns. Every horse, cow, dog, or other animal advertised as lost, stolen or for sale, was accompanied by a picture appropriate to its species, Houses for sale, the arrival or departure of ships or public conveyances were advertised in a similar manner.

At present the use of these cuts is generally confined to newspapers issued in small places, although a few papers

in large cities still use them.

The Philadelphia Ledger, the Boston Advertiser, the Baltimore Herald and the New York Journal of Commerce use cuts of houses or ships in their real estate or maritime advertisements. The Chicago News uses cuts for almost everything from false teeth to bicycles.

" __ are __ ctill, the' perched on Alps."

The business of newspaper advertising is The business of newspaper advertising in certainly one of the great interests of the country. The position and the work of the great general newspaper advertising agents is, quite as certainly, a most important factor in that business. Where a leading and representative agency, one whose existence dates back almost to the commencement of such agencies; almost to the commencement of suchagencies; one of the principal agencies of the select seventeen which are the only ones of the whole guild in the United States on correctly organized and equipped as to be eligible to membership to the association of General Newspaper Advertising Agents; we say that Newspaper Advertising Agents; we say that when such an agency as is thus designated announces and himms and realizms, as fundanessal perinciples of right action in the business, departures from existing methods which would revolutionise is, then the Reporter, as the newspapers' sentinel upon the watch tower, cannot do less than to chronicle that which is being done, and to call attention to its signifi-cance.—American Advertiser Reporter.

Send for descriptive circular of PERFECT AUTOMATIC COW MILKER H K STEVENS, Sec.

Room 3, 488 Main St., BUFFALO, N. V.

How can a man invent a perfect cowmilker who knows so little about milking a cow as to permit his artist to place his milkmaid on the wrong side?

Did any artist ever make a picture of milkmaid milking a cow and fail to place her on the wrong side?

OFFICE OF BURLINGTON CLIPPER. BURLINGTON, Vt., Jan. 11, 1890. Geo. P. Rowell & Co., New York:

GENTS—Although the amount of advertis-ing placed in the Clipper by advertising since, he would have a ri agents is limited, because of its large local usefulness of the agency.

WHAT'S THE MATTER WITH THE and direct patronage, its publisher believes in such establishments, and has but little was suppartly with the brethren who "resolve" sympathy with the brethren who "resolve". against them. A well established and honoragainst them. A well established and honorable advertising agency bears the same relation to the public as does a wholesale house in any other branch of trade. Yet, when a publisher receives a proposition like the following, which came to this office a few days since, he would have a right to question the

Mynerator NELSON CHESHANACO. Advertising Agents, St. Louis, Mo.

*inches of advertising matter (electrotyped) in each issue of 1800 We hereby, agree to meet for NELSON CHESHAN CO. Advertising Agents, St. Louis, Mo'inches of advertising matter (electrotyped) in each issue of
weekly for one year, in position adjoining reading matter.
We large to mail regularly during contract one extra copy of each issue of our weekly to an address to be furnished by NELSON CHESMAN & Co., besides mailing regularly to their Agency, at St. Louis, Hissouri. We agree to do the work as above described for the sum of the first state of the sum of the KIND, manufactured by any foundry named on the back of duplicate contract at price list RIND, manufactured by any roundry named on the once of duplicate contract at price last prices adopted by the "Type Founders' Association of the United States," and in force and use by Type Founders since May 1st, 1888; HOLLY WOOD TYPE at manufacturer's present Price List prices; NEWS, BOOK and JOB PRINTING INES and other goods at prices stated in Specimen Book sent herewith.

In the above proposition, after deducting such "agents" as cited above, and publishers commission of 25 per cent., another 25 per cent. allowed by foundries for cash purchases of material, and the price of two copies of the paper required, the magnificent sum of \$1 per inch per year is realized. If the fool-killer would do his sworn duty with publishers who give away their space at the solicitation of

generally exert themselves more to adding to the number of readers to their respective journals than to increasing their foreign advertising list, the advertising agent would soon cease to be a theme of complaint. Yours cordially, FRED N. WHITNEY, Publisher of Clipper.

A BITTER CRITIC.

Editor of PRINTERS' INK:

Your columns aim to be as critical as if you were the "Junus" of the day—don't you think you err once in a while? What do you think of these jewels?

"A first rate advertisement is only seen

"A next rate advertisement is only seen three or four times in a year."

"A really good advertisement is as much the result of good luck as of good sense."

"The best advertisements are not made by

bired talent, but are evolved from the brain of the man who is to pay for their insertion in

the man who is to yay the newspapers."

From Pear's Soap to Pearline—from Rogers, Peet & Co. to John Wanamaker the advertisements of all the great advertisements of all there of your statements! Does the sun rise and set in Spruce street?

Yours, JUSTICA.

evident. Is he one of the men who write the bright advertisements of the day, or have we stepped on his corns if they wish to attract custom and sell their in some other item?

A "first-rate" advertisement does not necessarily exclude from commen- ive fashion, -- Journalist.

dation all the "very good" ones

which appear daily.
Our expression, "good luck," is perhaps too narrow to express our full meaning. They are the result of in-stinct, or inspiration, or erratic genius -if our Latin friend prefers that-as much as of good sense.

Many of the men who produce good advertisements on salary, are directly under the control and influence of "the man who has to pay for the advertisements." Some of them are practically partners, and as such outside of our meaning.

The sun does rise at one end of Spruce street and set at the other. It shines there all day long !- the street That our Latin friend is vexed is runseast and west. [Ed. PRINTERS' INK.

> ADVERTISERS have been taught that, wares, they must do more than make a simple business announcement. They must make their announcement in a pleasing and attract

GOOD FOR THE BACKWOODS.

New York, Jan 17, 1890.

Publishers PRINTERS' INK:

In your last issue appears the following: A OUESTION OF MERIT.

Boot and Shoe Talk.



The above cut represents a man who The above cut represents a man who has done his trading in Boots and Shoes at AINSWORTH'S, and always found Square Dealing, and is Shouting in a voice loud enough to be heard all over Westfield and vicinity, inviting others to follow-his example. We also invite every person in want tof WINTER. FOOTWEAR, to give us a call.

Woonsocket Rubber Boots, first quality \$2.50. Pure Gum Rubber Boots.

\$2.50. Pure Gam- Rubber Boots.

\$2.75 and \$2.90. We also have a new Knit Wool Boot, including Rubbers, at \$2.75; worth \$3. Old Ladies' Beaver Shoes and Slippers, the most complete line m this vicinity.

AINSWORTH'S Reliable BOOT and SHOR HOUSE,

Childa's Old Stand.

108 ELM STREET, WESTFIELD.

The above is cut from a Massachusetts local newspaper. It represents a style of advertisement popular in rural communities. Is it a good advertisement? If so, what are the qualities which make it effective?

As there must be at least fifteen thousand As there must be at least intent thousand local advertisers who pay for this sort of advertisement at some time during the year, your questions are well worth thinking over. The motive by or through which the particular advertisement in point was created as simple. Almsworth, the advertiser, wants to sell rubber boots and beaver shoes and slip-

His customers must come from among

the residents of a country district, whose style of intercourse with each other, and whose standards as a community or part of a community, have to be kept in mind, as well

as their mental calibre.

The following questions are pertinent:

First—Is the advertisement sufficient in in-

Second—Are its tone and construction such as to attract and have a favorable effect on a

possible buyer, or are they too grotesque and impertinently flippant to accure a customer? To the first question "yes" can be answered without impropriety. Rubber boots and beaver shoes and slippers are familiar to all residents of the region where this advertisement circulates, and the mere mention of tisement circulates, and the mere mention of the name suffices to give each render a clear idea of the thing sought to be sold. Even a particular "brand" of boot is mentioned, No details are necessary. The prices are given (they appear to be moderate, and therefore are wisely included) and the only points about which uncertainty can exist in the reader's mind are such as could be disposed of by a moment's inspection at the advertiser's store. The location of the latter is given at the bot The location of the latter is given at the bot-tom of the advertisement with what is perhaps unconscious cleverness, and the style of the lower part of the advertisement is plain and business-like.

The second question is really the most in portant. It is safe to say that if such an advertisement were inserted in the New York Evening Past, or in any paper read chiefly by persons more or less educated and refined, it would repel rather than attract. "A sensitive city mind might even feel resentment, on the ground that the advertisement, by picturing a man who had already patronized the store as a creature of distorted and vulgar hideousness, implies that all subsequent patrons, being of the same mind, must also be of the

same stamp and body.

But it is in a country district that the adverement actually circulates, and there can be little doubt that to the average country resident, living among non-intellectual condi-tions, with less ceremonious and heartier tions, with less ceremonious and hearter views of things, and with his greater readiness to take a blunt joke, the element of the ludicrous in this advertisement will appeal quite strongly, and be the very feature that will draw him, without his stopping to criticise the advertisement from the Evening. Post standpoint.

No space is wasted in the advertisement and it is well headed. On the whole, it should be concluded that Mr. Ainsworth's advertisement is a good one. Respectfully, Wm. WATTENBERG.

THE postage stamp will celebrate its fiftieth anniversary this year. As every-thing in existence, so the postage stamp had to be invented, and this invention is due to the printer James Chalmers, of Dundee, who died in 1853, and who finally with his system, the adhesive postage stamp, conquered the whole civilized world. At first it was England who, fifty years ago, introduced the post-age stamp, and who, according to a decree of December 21, 1830, issued the first stamps for public use on May 6, 1840. A year later they were introduced in the United States and Switzerland, and again, a few years later, in Bavaria, Belgium and France. One of the nost important and valuable collections of postage stamps is in the German Imperial Post-office Museum, which contains over 20,000 postage stamps and other postal delivery devices.—American Lithograp.er.

HITS THE NAIL RIGHT ON THE west of the Mississippi, and every order I got from there, or every box of medicine sold

Dr. WM. M. BAIRD, 204 WEST 84TH STREET, NEW YORK CITY. OFFICE HOURS UNTIL 29 M. To be consulted any other hour must be by

special appointment. New YORK, Jan. 15, 1890.

Geo. P. Rowell & Co. :

Having soted with interest your remarks in PRINTERS' INK at various times about what an advertisement should be, a little experience of mine a couple of years ago may be of some interest to you.

I was advertising at the time chiefly in New Twas advertising at the time this hydroxy York City a small pill or granule, which sold at a5 cents per box; five boxes for \$1. There was not a box of my granules for sale by the trade west of the Mississippi River; practically none outside of New York City, or a radius of fifty or one hundred miles around the city.

In discussing the merits of different kinds of advertising one day with a well-known advertiser, I made a claim that newspaper advertising should be to either sell an article from the advertisement or to simply seek for correspondence from parties and then so convince them by letters, circulars, etc., that you could trade with them

Secondly, I claimed that a person should in newspaper advertising confine himself strictly to the sale of the article he was offering and avoid all comic articles and any matter which was foreign to the business, which, though it was foreign to the business, which, though it might be interesting reading, was not good advertising. Out of the discussion grew an experiment. There was at the time in Wichita, Kansas, a Sunday paper known as the Sunday Growler. I made a contract with them for a year—a five-inch electro standing in the advertising columns and two thousand lines of reading-matter to be taken as I required it during the year. I sent them the five-inch electro and a reading-matter article about a column and a quarter in article about a column and a quarter in

The first portion of it, say a column, was devoted entirely to early reminiscences of Wichita and Southern Kansas, in which sec-tion of the country I had been a pioneer hav-ing been in at the birth of Wichita, the article ending up with quarter of a column of matter

relating to my granules. The article was presumably an interesting ne, especially to those people who had been in that section of the country a number of years. That it was interesting is shown by the fact that during the next two weeks I received about two hundred letters from that section of the country referring to the article, asking me for facts referring to the early days there and acknowledging the correctness of

some of my statements. Only one order inclosing \$1 came to me. One other letter mentioned that if my granules were as good as my article in the Growler was interesting they were certainly an excel-lent thing. I then did not place any more reading matter for five or six weeks. My fiveinch electro was being printed in the advertising column every week, and I will admit, however, that the electro was not a good advertisement or I would have received orders from it.

Trom it.

During this time not one order came for medicine from that section of the country; mind you I was not advertising in any other paper in Kansas, and as I have already stated my medicine was not for sale by the trade

there came to me through the mails,

After five or six weeks I wrote another reading-matter notice of about one-third of a column. It began about the medicine, had nothing to say about anything else, and told the story of the medicine and its virtues from beginning to end. During the next ten days I received between \$00 and \$00 through the mail in orders, saying they had read the reading notice and were going to try the medicia

This does not prove a great deal, I will admit, but I believe it he ps to prove that the advertiser had better not try to simply

attract attention by using up his space with subject matter foreign to his business.

If an article is thoroughly introduced and well known it may then do to attract attention even though it be simple notoriety, by comic cuts, etc. It keeps the article alive, but that nort of advertising will not sell anything direct. Very respectfully.

'WM. M. BAIRD.



ADVERTISING DEPARTMENT . L. Douglas' \$3 Shoe, BROCKTON, MASS., Jan. 15, 1890.

Geo. P. Rowell & Co. :

Quoting from your valuable paper, PRINT
""When the name of a man, or an article,
becomes so well known as to be recognized
as synonym of the business, then advertising
has accomplished its perfect work."

No better illustration of this "self-evident

No better instruction of this "sent-evident truth" can be given than an incident that happened in this office a few days since.

The Quincy (Mich.) Herald mailed us their quarterly bill on January 8, which was received at this office January 10 at 8 A. M. On the envelope was pasted the picture of Mr. Douglas as used in his advertisements, with no writing, printing or sign to denote its des-tination or to whom it was intended. Notwithstanding, the letter came promptly, with-out a mark to show detention in any way, and could not have reached here sooner and been delivered more promptly had full directions been printed on it.

If any of your readers can give a better il-lustration when judicious advertising pays I should be pleased to hear from them.

Very truly yours, A. Q MILLER,
Advertising Department.

There is a tendency toward dropping "I" in certain lines of semi-editorial matter appearing on the corresponding work, and wherever this has been done pages of the New York Weekly Sun. by a man of the slightest originality, it In July, 1861, the late A. N. Kellogg, has met with unqualified success. Lathen the publisher of the Baraboo tion has been carried too far and the day, ordered of the Madison (Wis.)

Smith, Editor)" should be more be-supply of two printed pages struck coming or modest than the more off on one side of a full sheet, straightforward and manly "I (John and on July 10, 1861, he issued the Smith.)" If John Smith knows any- first auxiliary sheet of the style which thing or thinks anything, why not say has since become familiar to everyso frankly, instead of dodging behind body. the plural which is so dear to royalty and backwood editors? The idea that try publishers were quick to realize it impresses the public is long ago ex- that by adopting it they could furnish ploded.

recognized brains and ability is listened Here and there, city publishers began to with twice the respect that is ac- the printing of patent insides and outcorded to an intangible and impersonal sides, and, in 1865, Mr. Kellogg, the

" we."

Where a paper is owned by a responsible editor and when the sentiments Chicago for the publication of auxilmuch more honest and dignified. Often- cities, new concerns sprang up in the times the "we" is but a cloak for East and West, until at the present cowardice, and behind its folds the time millions of dollars are invested in editor will write things he would hesi- the industry, the principal representa-

ADVERTISE then ! no retreating !

Let the senseless croakers rave;
While your heart with hope is beating
(You will always find a lot of people in
every community who are blind to their
interests; but while you are making
fame and fortune),
They will find oblivion's grave.

Printer's ink will lead the battle— Printer's ink, the balm of life; Printer's ink—no din, no rattle—

(No, it does its work quietly; and in the great war of competition, when judi-ciously and thickly laid on, it always) Leads the van against the strife.

-New Zoaland Type.

Auxiliary printing—popularly known the old-fashioned and somewhat cum- as "patent-inside" printing-originatbersome editorial "we" and substitut- ed in England about the year 1850. ing for it the more sensible and equally In 1851 the plan was adopted by the effective "I." For a long time some Staten Island Sun, whose publishers, of the brightest newspaper men of this in order to reduce expenses, used for country and of England have used the the inside pages of their paper the bouchere, Yates, Sala, De Blowitz and (Wis.) Republic, finding that, in consedozens of other writers on the European quence of the enlistment of his patripress have set an example which pro- otic "jour" printer, he would be un-gressive Americans have not been slow able to issue a full sheet of the issue to copy. In some cases this innova- of his paper on his regular publication old fogies have had reason for the cry Journal half-sheet supplements to fold of "egotism" which they have raised, with his own half-sheets. This plan But it is hardly apparent to the ordinary intelligence why "We (John Mr. Kellogg, who ordered his next

Mr. Kellogg's idea "took." Counmore and better reading matter at a The opinion of an individual man of reduced expense of labor and money. originator of the business in the United States, established a printing house in expressed, even though they may be iary sheets. The business expanded, written by another man, the "I" is branches were established in various tate to say after the more direct and tives of which are the A. N. Kel-personal "I."—Journalist. logg Newspaper Company, the Chicago logg Newspaper Company, the Chicago Newspaper Union, the Western Newspaper Union, and the American News-

paper Union.

To-day more than eight thousand country papers use auxiliary sheets, to the entire satisfaction of their publishers and readers. The former are en-thusiastic about the "inside" plan, because they can buy a paper half printed for less than the cost of white paper when bought in small quantities, and the latter, because they are furnished with a publication which has at least one good side.-G. W. Weippiert, in The Writer.

A QUESTION OF INTERPRE-TATION OF A CONTRACT.

OFFICE OF S. C. BECKWITH, 48 TRIBUNE BUILDING. NEW YORK, January 10, 1890.

Publisher of Houston Post:

Referring again to the position given the Redding Russia Salve advertisement, in your in fact? If not would an advertisement first issue of December 18th. I cannot get credit under an inch 'ad,' across the page be confrom the advertiser as it does not appear top of column as ordered. Yours truly,

S. C. BECKWITH, per P.

OFFICE OF THE HOUSTON POST, HOUSTON, TEXAS, Jan. 14, 1890. Editor of PRINTERS' INK.

Editor of PRINTERS AND.

I inclose you a clipping from our paper showing position of Russia Salve. Contract calls for top of column and next to reading matter. Advertisers refuse to credit an insertion of this position. Will you please give me your decision upon it?

Manager.



THE great art of printing advertisements is the finding out a proper method to catch the reader's eye; without, a good thing may pass over unobserved, or be lost among commissions of bankrupts.—Addison.

As the advertising pages of a paper increase in number, the reading-matter pages should improve in quantity and quality, and such all-around growth is the only true evidence of prosperity.—The Journalist.

IT is safe to say that anything which has real merit; for which there is a need or want; or for which a want can be created; and which sells at a reasonable price can be profitably advertised in the newspapers.— Ayer.

ADVERTISING is the expression of the spirit of enterprise and of a daring com-petition. The possessor of ready money has a certain vantage ground, and he will not be at the trouble of inspecting a number of shops to ascertain at which he can buy the best goods at the lowest prices, the onus of showing that our goods are better than those of others rests with ourselves.—John Manning.

NEITHER brag nor exaggerate in advertisements. Tell the truth and prove it; but tell it interestingly and prove it convincingly.—Polytechnic in the Office.

IF the business firms at home, and the well-known prominent advertisers abroad (not the "cheap Johns"), are represented in its columns it is the best evidence of the value of the paper to advertisers.—Saransak News.

A GREAT ENGLISH EDITOR.

I said unto my love one day,
"Let's trip a-down this winding way."
The way.

The sylvan glade was sweet and cool; We found a lovely little pool.

The pool.

I said "Let's fish from there outbring; Here are some pieces short, of string."

The string.

We knotted knots into that twine; Until we had a fishing line. The line.

But soon with fear my love did bawl; From nooks the little snakes did crawl. The little snakes, to to to

And then the rain it downward dashed; And speedy lightning zig-rag flashed. The lightning. ≥ Z N Z ≤

Upon the little pool did float; A very fragile little boat. The boat. (——)

Quite wild, she jumped—the boat did feel Her weight, and wiggled like an eel. The eel. (6)

My lovely love did get more wet Then from the skies—for it upset. The boat.

When from the pool I pulled my fair, Her locks, once curled, were straightest hair. The hair. | | | |

And she no more will walk with me By pool or river, lake or sea. The sea. C.

-Judge.

THE newspaper, as it is, needs no apology. Its best examples are marvels of excellence, and none so poor—not even the chronic grumblers—that they may not do them reverence,—Clark W. Bryan, in The Writer.

THE Chinese journalist, says a contemporary, is a philosopher. His life is a reasonably happy one. He is free from care and thought, and allows all the work of the establishment to be done by the pressman. The Chinese compositor has not yet arrived. The Chinese editor, like the rest of his countrymen, is imitative; he does not depend upon his brains for editorials, but translates them from all the contemporaneous papers he can get. There is no humorous department in a Chinese newspaper. The newspaper office has no exchanges scattered over the floor, and in nearly all other things it differs from the European establishment. The editorial room is connected by a ladder with bunks in a loft above where the managing editor sleeps, and next to it is, invariably, a room fitted up with an opium bunk and a layout. Evidences of domestic life are about the place, pots, kettles and dishes taking up as much room as the press. If an editor finds that journalism does not pay, he gets a job at washing dishes or chopping wood!—Pristing Times.

In England the editor of a newspaper has no such interesting personality as he has here. Nobody takes the slightest interest in him. No matter what the influence or circulation of a journal, the name of the editor is nation of a journal, the name of the entire is rarely asked for. The two notable excep-tions, who prove this rule, are Sir Edwin Arnold, of the Daily Telegraph, and W. T. Stead, of the Pall Mail Gasette. Of these Stead of the Fast Mats Cassette. Of these two, Stead is by far the more notorious, for he has the more striking and eccentric personality. The Path Malt Cassette is the one sensational daily of London, and many a sensational daily of London, and many a sensational daily of London. reassions usily of London, and many a sensation it has made. One of them landed Stead in prison and fame. "That was everything to me—everything to me," he is wont to say in his nervous, rapid way. "Why, do you know, a woman told me that she and a lot of other women way off on the Cane of you know, a woman told me that she and a lot of other women way off on the Cape of Good Hope used to have a prayer meeting for me every day,? Since then Stead has never dropped below the public horizon for more than a week at a time. No one gave such attention to the Maybrick case, or managed to gathers o many little items of sensational interest regarding it. No one keeps such a sharp look out on public events, or moral sharp look out on public events, or moral or the such as the sharp look out on public events, or moral lapse; no one makes so much of his material, or so arouses public scorn and sense of jus-tice. A man of social standing who finds himself on the verge of being implicated in an himself on the verge of being implicated in an unsavory scandal, thinks shiveringly of the Pall Mall Gasette, before he does of the witness stand. Stead has a motive in sensationalism aside from love of notoriety and the sale of his paper. He is a religious man, fanatically so, and is powerfully impressed with the idea that he has a mission in life. That mission is to expose sin and promote virtue, and he "makes for righteousness," to quote his own pet expression, for all he is worth. His energy and enterprise are phenomenal. No celebrity living has ever put his or her foot in England without being interviewed by Stead, and there are few in Europe whom he has not managed to meet at some time or other. He works ten hours a day. The first to reach his office, he a day. The first to reach his omce, no is the last to leave it, and during that time is the last to leave article that goes into he superintends every article that goes into his paper, writes every leader, reads and replies to a correspondence which flows in like waves of air, and receives innumerable visi-tors. In appearance he is short, wiry, active, with a fine head, and bright, restless, chna-blue eyes. When a visitor is shown into his private office in the little alley off the Strand, he makes a grab for his hand and rattles along with such volubility, darting from one subwith such volunity, our right from one sub-ject to another, haranguing, preaching, lay-ing down the law, advising, reproving, that the bewildered visitor forgets his errand— which is probably what Stead intends. All the time his blue eyes dart needles right into one's very soul. Stead thus knows his man, witnout being obliged to hear him talk. Suddenly he springs to his feet, grabs your hand again, and, when he is in one of his more inexplicable moods, bursts into peal after peal of laughter, which echoes after you as you grope through the labyrinthine corridors, as you stumble down the rotting staircase, and into the narrow little street. It is reand into the narrow little street. It is re-ported that Stead will sever his connection with the Pall Mall Gaseths in the spring, come to this country, study American jour-naism, and return to London to establish a paper whose idea, original with himself, will assuredly be like no other of which the world has ever dreamed. -Current Literature.

A DANIEL COME TO JUDG-REFER THEM TO THE AGENCIES. MENT.

Brother Herbert, the self-constituted Editors of PRINTERS' INK : and energetic missionary of the country papers, has an eloquent editorial in his man-expend for my principals over paper, the National Journalist, for \$100,000 annually, and almost "go it December. It was Christmas plum alone" in my department. Fortunately pudding that did it! He draws a for me we do but little advertising in picture of the millenium, has a good papers of small circulation; but it is tword for everybody, and this is what regarding them that I write. We conhe thinks of advertising agents:

While he exists we should remember him While he exists we should remember him once a year, at least, for the good, as well as forthe evil, that he has done. He is thoroughly entrenched in the present condition of business. Through his patient, arduous evangelizing, many advertises are brought to the newspaper fold, bearing many shekels. The agent is larcely good or bad, like the world, as you take him. Publishers, by their loose and unbusinesslike methods, by selling advertising at any price offered, have led him into temptation, and his sins are upon their own temptation, and his sins are upon their own

Brother Herbert earnestly urges newspaper men to refrain from demoralizing the advertising agent for their own sakes at least. He very justly says:

To lie about circulation tends to demoralize agents, and is an attempt to obtain money under false pretences; not that circulation is of so much importance as the character and standing of the paper and its hold upon its scanning of the paper and its note upon its constituency. It is one element, however, that should not be lied about, no more than a man should lie about his capital to get credit. When an advertising agent undertakes to

publish a report, with an endeavor to found the same on a faithful statement of circulation, as a commercial report is founded on the amount of capital possessed, the publisher should faithfully and honestly report his circulation, without any reference to what his competitors may or may not report, or else refuse to make any statement,

In this time of good feeling and charity, then, while not permitting ourselves to be lured by any of the wiles in which publishers of the past have so effectively educated the advertising agents, let us remember that, back of him, are a host of advertisers, often closefisted, reluctant customers, demanding ever sisted, reluctant customers, demanding ever the lowest possible prices, whom he has won with great effort and holds only through the courtesy and the careful humoring of whims, whose word to him is law. Let us remember that any deviation from price on our part causes advertisers in self-interest and self-protection to demand the offer of lower prices by the agents.

BUT few general rules can be laid down in advance for the guidance of advertisers; each particular case ought to be treated separately by an expert, who should be consulted in the same manner that a client or a patient consults a lawyer or doctor, with this important difference, that while these professionals charge for their services, the advertising and the same professionals charge for their services, the advertising and the same professionals charge for their services, the advertising and the same professionals charge for their services, the advertising and the same professional charge for the same professio tising agent not only gives his clients the ad-vantage of his skill and experience without charge, but actually saves them money, time and trouble,-William Hicks, Advertising Agent.

I am an overworked advertising stantly receive letters like the follow-

Mass., Jan. 7. 1890.

DEAR SIES—Why not try our daily and weekly? This town has 11,000 people. We are all home print. Daily circulation, 900; weekly,600. Send us an order. Yours, etc.

Now, unless I had a dozen clerks to attend to the details how could I spend \$100,000 in such channels, and deal direct with each paper? Fifty lines twice a week, even at one half a cent per line-'twould foot up only \$26.00. I would have 4,000 papers on my books to make up my total. I cut the Gordian knot by referring all papers below 2,000 copies in issue to the advertising agencies. Is it not the better course? They have the machinery, and the advertiser through the agency gets the listing, checking and correspondence done more cheaply than if he hired a force of his own for that work.

NOT BAD, BUT NOT GOOD - TOO MUCH RULE WORK.

T. DELAMARE & Co., Frinters.
Our office is fitted up with every modern improvement, both as to type and machinery, enabling us to turn out superior work at short notice.

170 FULTON STREET,
NEW YORK, Jas. 9, 1890. J

Messrs. Goo. P. Rowell & Co. :

GENTLEMEN-We occasionally are intrusted advertisers with the display and general get-up of their advertisements The enclosed we would like to have your

UNIVERSITY PIANOS

criticam of. We note you occasionally publish a sample of an adv. in PRINTERS' INK that may strike you favorably; of course we do not hope to see this one in print, but it seems to us that it expresses a whole book of mean-

ing in small compass,
May PRINTERS' INK never fade, Yours truly, A. T. DELAMARE & Co.

LOUISVILLE, Ky., Dec. 13, 1889.

Geo. P. Rowell & Co. :

The Farmers' Home Journal has determined (for reasons satisfactory to the management) to withdraw all special net rates which may have been quoted to advertising agents or advertisers. We are prompted to this, solely, by the conclusion that a uniform schedule of rates, applicable alike to all, and from which there should be no deviation, is the only correct policy for a newspaper pubis the only correct policy for a newspaper publisher. There are a few advertising agents who have been given a special rate, at which all business sent by them was received with-out reference to the length of time advertisement was to run. Other agents were allowed a commission of 25% on our card rates. It is an admitted fact that part of this commission was frequently given by the agent to the adwas requency given by the agent to the au-vertiser, thus evidencing (to us at least) that the commission was too large. Conforming to these views we have re-issed our rates, as shown on enclosed card, to take effect Jans-ary 1, 1800. We think they are as near just and equitable as can be made and they will be etrictly adhered to. On these rates we will strictly adhered to. On these rates we will allow responsible advertising agents a uniform commission of 155. Under this arrangement every advertising agent can be absolutely positive that no other agent has any advantage over him in rates.

FARMERS' HOME JOURNAL CO.

NEW YORK, Dec. 16, 1889. Publishers Farmers' Home Journal, Louisville, Ky .:

We have your communication of December 13th calling our attention to the revision of your advertising rates. You say that upon the revised rates you will allow responsible agents a uniform commission. advertising advertising agents a uniform commission. Will you kindly send us a list of your advertising agents, so that we may know with whom we are placed upon a basis of equality.

GEO. P. ROWELL & Co.

LOUISVILLE, Ky., Dec. 18, '89.

Geo. P. Rowell & Co. :

Replying to your favor of the 16th inst., will say we have no special list of advertising agents. We will receive business from, and allow commission to any of them. The only requisites are that he shall be an advertising agent, and responsible

ARMERS' HOME JOURNAL M. W. NEAL, Business Manager.

NEW YORK, Dec. 21, 1880.

Farmers' Home Journal, Louisville, Ky .: Pardon us for troubling you further on the subject of our letter of the 16th and your reply of the 18th.

There is an effort being made to ascertain who are the responsible, legitimate general

advertising agents.

The agents have prepared a list of such, and the American Newspaper Publishers' Association have also prepared a list of those who are entitled to be considered advertising agents,

There is at present a tendency on the part of the newspapers toward reducing the rate of commission allowed to agents, and the best agents realize that they cannot attempt to represent all newspapers and do justice to all, and consequently are discussing among them-

WHO ARE THE ADVERTIS. selves which are the papers which they ought to attempt to represent. In deciding this question it access to be reasonable to suppose that they will wish to know from the leading papers the names of those agents who are placed on a plane in the transaction of busi-

It was with this in mind that we asked you to tell us who your agents are. We believed that your answer would be of interest at the meeting of the Executive Committee of the American Association of General Newspaper Advertising Agents, which is soon to be held in New York.

GEO. P. ROWELL & Co.

It is often asserted that in most newspaper offices that man is an advertising agent who asserts that he is one. If he produces a lithographed letter head bearing his name and designating him an agent; that settles it beyond all controversy.

In many newspaper offices this is true. It is not true of all.—[Ed, PRINTERS' INK.

ALLOWS A COMMISSION ONLY TO ACTUAL AGENTS.

KALAMAZOO TELEGRAPH, KALAMAZOO, MICH., Jan. 13, 1890. Geo. P. Rowell & Co .:

We have this day written Dr. W. H. Tutt, New York, as follows: "We allow no one of New York, as follows: outside of a few reputable agents any discount from our established rates, and we consider it would be unjust to our other patrons to make any exception to the rule no matter how desirable the business in question might be. Under the circumstances we can only ask you to reconsider our proposal, or refer you to Messrs. J. H. Bates, Geo. P. Rowell or N. W. Ayer & Son, either of which business firm are authorized to contract for space in our col-

umns at schedule rates only.

E. E. BARTLETT, Advertising Manager.

THE question as to whether or not foreign advertisers should receive reduced rates is one depending upon individual judg-ment and circumstances. My point is simply this-that, having decided upon a rate for different classes of advertising, that rate should be maintained. — Editor Potoskey (Mich.) Democrat.

SUNDAY NEWSPAPERS. -- Some hypercritical carpers think that one of these days the public will get tired of the mammoth Sunday papers, which are preceded by three days of fulsome puffery and succeeded by three days of extravagant felicitations. We hope not. An enterprise that necessitates the outlay of An entriplication in the state of the state way to advertise themselves than through their own columns, and it is as necessary that they should advertise as it is for the manufacturer of a new printing device or any other useful article. The Sunday edition of a live paper generally contains literary matter that could not be obtained otherwise for a hundred times the amount of the price, and is particularly the refiner and educator of the poor.

Activit Printer. Artist Printer.

COMMENDATIONS.

New York, Jan. 10, 1890.

Mesers. Geo. P. Rowell & Co. :

We like your business methods, and we like the tone and style of PRINTERS' INK.
MORRIS PHILLIPS & Co

Proprietors Home Journal.

CACTUS OFFICE, EAST EL PASO, Texas, Jan. 15, 1890. G. P. Rowell & Co .:

No publication interests me more than your PRINTERS' INK. It is a gem among advertisers' journals. * * It is good enough to be bound in gold. GEO. A. LONG.

PALMYRA, N. Y., Jan. 18, 1890.

Geo. P. Rowell & Co.:

PRINTERS' INK stands at the head of all advertising journals, and we don't see how any advertiser can get along without it. We find many practical points in your paper. find many practical policy.

May its success be continuous.

A. R. Hicks & Co.

COOLEY'S WEEKLY, CLEWORTH & PULLEN, Publishers, NORWICH, CONE., Jan. 16, 1890.

Mesers. Geo. P. Rowell & Co.:

You have forwarded so many replies to my ad, in PRINTERS' INK that I think you must be out of stamps, so I enclose a few more.

PRINTERS' INK is a dandy.

FRANK H. PULLEN.

T. J. ALLEN & Co., Publishers, Detroit, Mich., Jan. 15, 1890. Messrs. Geo. P. Rowell & Co. :

In reference to PRINTERS' INK proper, I think no advertiser can afford to miss reading it every week-it is just such an educator a every one requires. Experience has taught me that it pays to know how to advertise. Advertising is a science and requires study. I study your little paper every week.

J. Allen, Advertising Manager.

The gentlemen composing the agency which publishes PRINTERS' INK are not the sort of people who carelessly publish umonsidered business statesments, or who give to the public the results of their considerations before they are ready to have the public consider When, prior to the advent of their weekly, they issued printed matter, it was because they had something to say, and the reader usually realized that something has been said-something, too, with brains behind it. - American Advertiser Reporter.

LORD & THOMAS, Newspaper Advertising, CHICAGO, Jan. 13, 1890.

Geo. P. Rowell & Co.:

If it was not a stage expression, and so much used that it has about lost its meaning, we should say that PRINTERS' INK "fills a long-felt want." It certainly is bound to long-tert want. It certainly is bothu to make its influence felt with the general ad-vertisers of the country, and to be a medium of great value to the general advertising agencies. We have confidence in its future, agencies. We have confidence in its future, and herewith enclose you an order for a yearly advertisement. During the year we will take occasion to use some page advertisements for our Religious List, as occasion may demand. Go on with the good work, and you will receive your reward.

LOED & THOMAS.

THE BENNETT STAR, BENNETT, PA., January 10, 1890.

Editor of PRINTERS' INK:

Don't you think that the position given the cough syrup advertisement on the inclosed clipping is such that papers should avoid giving? The Pittsburg Post does this * * *.

W. S. SCOTT, Editor Star.

MARKIAGE LICENSES	ISSUED.
John Prics	Pittsburgh
Michael Sycdorg Enzi Ivanke	Braddock
Garl E. Essen	Allegheny
James Sullivan	Pittsburgh
David C. Hamilton Lucie J. Smith	Pittaburgh
Martin Sullivan Phœbe McShane	McKeespert
John Kenna Elizabeth Dunn	McKeespurt
Caroline Shroust	Allegheny
Jahn Semes	Homestcad.
William Boell	Pittsburgh
Robert Craig	Kilbuck Tp
Mary A. Branigan	Allegheny
Mary Paff	Millvale bere

Safe and Effective PRICE 25 CENTS. Sold by All Druggists.

MCCARTHY—On Wednesday January 8, 16986, at 11:30 A. M., Hainder McCarvir, aged tweaty-three years.
Funeral will take place from the residence of her brother-in-law, James O'Neil, Thirty-fifth and Charlotte streets, on Friday morney January to at den vision. Services at lag, January 18, at 8:30 o'clock. Services at St. John's church, Thirty-second and Liberty streets, at 9 o'clock. Friends of the family

sirects, at 9 o'clock. Friends of the Banily are respectfully invited to attend.
DECHERD—On Teseday, January 7, 1990, ot 200 A. Loura Dacatan, aged herty-two years, seven months and egyletee days. Planeral from his late residence, 40 Marion street, city, oo Tursday, January 6, at 16 A. M. Friends of the Banily are respectfully in-

wited to attend

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS. Office: No. 10 Spruce St., New York.

Issued every Wednesday, Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. single copies, Five Cents. No back numbers, ADVENTIBEMENTS, agate measure, ag Cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$00. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication. the day of publication.

NEW YORK, JANUARY 29, 1890.

EVERY publisher who desires to receive PRINTERS' INK regularly, or to make a present of an annual subscription to a few of his principal advertising patrons, is referred to the two advertisements, printed on other pages, "Go thou and do likewise!" We are willing to make liberal terms with every publisher who believes that it on the subject of advertising. Ad- and unbusinesslike. dress:

GEO. P. ROWELL & Co., Publishers of PRINTERS' INK, 10 Spruce St., New York.

customer is under obligation to the cost more and is more likely to be agent in the same way.

fear that upon the whole, he will prob- quite as likely to be worth its cost.

ably not get his money back; or he may be disappointed in the immediate results which appear to be arising from the advertising: but these are not sufficient reasons for a decision to discontinue the work. The publisher had something to sell which the advertiser authorized the agent to buy. The agent filled the order and delivered the goods and the publisher is not likely to be willing to take them back again. To ask him to do so is not a businesslike request.

It is only when an advertiser becomes financially unable to meet his engagement; that the agent is fully justified in requesting a publisher to discontinue an advertisement which has been contracted for to appear for a fixed period upon conditions which have been arranged and agreed upon. That a publisher consents to comply with such a request, is because he appreciates the position of the agent and having reference to this very subject: is willing to protect him, so far as he "Have you ever seen a copy?" and may, from a growing obligation which is certain to result in actual-possibly total-loss.

Publishers are proverbially more liberal in such matters than advertisers will be to his advantage to have his are; but an advertiser should hesitate advertising patrons properly educated before asking favors which are unusual

THE advertiser who thinks that he is doing a smart thing when he pays for space in the reading columns of a newspaper, and fools the reader by commencing an article as though it WHEN a customer has given an were all about some subject of general order to his agent for advertising in interest, will do well to read the letter newspapers for a specified time, and from Dr. Wm. M. Baird, in another when the agent has sent the adver- column; it hits the nail right on the tising and secured acceptances from head. That advertising is best which the publishers of the newspapers; the is honest; and an honest advertisement agent is under obligations to the pub- is exactly what it pretends to be-an lishers to pay for the work as ordered advertisement, and nothing else, A and for the full time ordered; and the position among reading matter will read; but if it is set up to look like An advertiser may have misgivings, reading matter, and placed among the after placing his order and allow him- advertisements, it will still be read by self to be made uncomfortable by the many people, and, price considered, is respondent criticises the loud-mouthed culation given; for all that, the man vertisement is about what it ought to as can be had in that part of Tennessee. it would not be effective in securing buys your advertising space. sales to Mr. McAllister's "400" in the city of New York.

and a tonic during its progress.

OFFICE OF THE CHRISTIAN PATRIOT,
MORRISTOWN, TENN., Jan. 7, 1890. Editor of PRINTERS' INK:

value of advertising space in your issue of Jan. r too low? That estimate was, for daily papers, half a cent a line per thousand, and for weekly papers a cent a line per thousand, and to weekly papers a cent a line per thousand. Some time ago I saw in PRINTERS INK an advertisement of the New York World, in which it was stated that the advertising rates of that paper were the lowest in the world-seven-tenths of a cent per thousand, if I remember aright. The question is of interest to me, as I am starting a paper which I hope will attain a large circulation. I based my advertising rates on those of PRINTERS' INK, a cent and a half per line per thousand. JAMES B. CONVERSE.

paper is the World.

is high, although most dailies demand it .- Newburyport (Mass.) News, as much, and many charge more for

On another page an intelligent cor- of a cent a line for each thousand cir-Massachusetts boot and shoe adver- who wants to sell goods in Morristown tisement which was reproduced in a and its neighborhood must use your late issue of PRINTERS' INK. Mr. paper and pay your price, if the first is Wattenburg's decision is that the ad- as good and the second as reasonable be, for use in rural districts, but that He can't reach your readers unless he

AN HONEST CIRCULATION.

Does the editor perceive a look of ADVERTISERS are not slow to avail incredulity on the faces of his readers themselves of the opportunity afforded as they see an editorial on "An honest by any suddenly developed phase of newspaper circulation?" Does such a fancy, fashion, or even disease. The thing exist, is a question that many an proprietors of many patent medicines advertiser has asked himself over and have taken advantage of the recently ments made of a circulation that is imported "Grippe," or Russian influ- wholly out of reason with the field enza, to advertise their trade-marked occupied by the journal. An honest preparations as a cure for that malady. newspaper circulation is a rarity, it is Somebody's sarsaparilla is to be used true, but such things do exist. News-Somebody's sarsaparina is to be used paper men themselves are responsi-after La Grippe, and a certain brand ble for the suspicion that is directed of cocoa is recommended as a food towards them in the statement of the number of copies sold, and when a newspaper publisher rises above the common custom of claiming everything without any substantial proof of his claims he is to be commended. An DEAR SIR-Is not your estimate of the advertiser has a right to know what he is purchasing when he contracts for space, just as he should know the quality of a suit of clothes or other article he secures, and if in the latter case he pays a high price for an inferior article, so he is not receiving an equivalent when he pays a certain price for his advertisement in a stated newspaper circulation and receives but about half of what he imagines he is securing and for which he is paying. The newspaper that transacts business in this way is The World, in its advertisement in doing an injustice to the buyer of its PRINTERS' INK for September 1, 1889, advertising space just as a merchant. said: that there is but one newspaper is who misrepresents his goods. The in the United States that charges so newspaper that states its circulation. little as one-seventh of a cent a line its advertisers wherein they are receivper thousand circulation, and that ing an equivalent for every dollar invested is the journal that merits the Taking this statement as a basis, most cordial support, and, it may be one-half a cent per line per thousand added, is the one that usually secures.

To take the advertisement out of one or a few insertions. There are the paper during the so-called dull season is about half a dozen daily newspapers about as had as to stop feeding the horse be-that receive advertisements at one-fifth using him.—N. C. Fouter, fr. PROFITABLE advertising at least expense requires the ability to properly prepare the advertisement, and the knowledge to wisely select the newspapers. Neither the ability or the knowledge comes by chance, nor can either be gained in a day; both are the result of long, howest study and wide experience, and their possession by a newspaper advertising agency, having also abundant capital, puts that agency in a position to render most profits.

able service to its clients .- Ayer.

MAKING UP A NEWSPAPER.—Of the toil which a daily newspaper demands, of the unceasing attention it exacts, of the judicious care it requires, the great public of readers take no account. It might lead a dissatisfied purchaser to revise his judgment if he could stand between two and three o'clock in the morning in the composing-room of a great journal and witness the intense excitement, all kept well under in properly regulated offices, which characterizes the "making up" of the sheet he sometimes dismisses so contemptuously. The printer, if then in a state to speak calmly, might tell him the great point was not so much what should go in, as what should be left out.—Frinter's Register.

A CORRESPONDENT writes to us:—

'notice a paragraph going the rounds of the press to the effect that a man who takes a newspaper from the post-office and then refuses to pay the subscription-price therefor is, under the postal laws, guilty of larceny. If there is any such law, please cite it. "There is no such law. The regulation referring to such subjects reads as follows: "The liability of persons who take newspapers, periodicals, magazines, etc., coming to their address, out of a post-office for the amount of subscription thereto, is not determined by any postal law or regulation. It is entirely a question between publishers and subscribers, with which postmasters have nothing to do, they being required to deliver properly prepaid matter to the persons named in the address, and, if refused, to dispose of it as required by the laws, and its officers have nothing to do with enforcing or protecting the rights of publishers under such circumstances.—U. S. Mail.

THE snake liars, the fish liars and the circulation liars of the American press all seem to be concentrating their efforts on the English syndicates. One morning we learn that the new sea-serpent has gulped down all our breweries, the next that it has swallowed all our elevators, the next that it has swallowed all our elevators, the next that it has its coils about our iron works. In all of these enterprises there have been large English investment, but their extent is being greatly exaggerated. The other morning we were told that a syndicate with \$100,000,000 had been organized to back American railway enterprises by offering guaranteed mortgages to English investors. It may be said for the past few years companies of the sort have been on the increase in England, some of them dividing their investment among a great many enterprises in order the better to insure the stockholders against loss. Yet two recent failures among them have led English financial papers to urge investors to deride the iron investments instead of trusting these peculiar "truss."—New York Commercial Advertiser.

NOMS DE PLUME.

The day of noms de plume is nearly over, The casy of noms de plume is nearly over, but a few still keep up the good old custom. William T. Adams, early in life, buried his identity under the musical alliterative of Oliver Optic, and will never recover it. Sidney Luska is equally well known by his Sidney Luska is equally well known by his own name, Henry Hailand, and adopted his striking pseudonym because it harmonized with the Jewish character of his first cory. Moreover, he did not anticipate his success, and wished to take a frash start in case of failure. Joaquin Miller, whose first name is Cincunstats, used to be taken by the inhabitants of Northern California for the famous bandit Losquin Muscetts, and writing a poem. bandit, Joaquin Murietta, and writing a poem to him once, brought him in under the title of Joaquin et al. This cemented public opinion that the poet and the outlaw were one, and that the poet and the outlaw were one, and Miller finally adopted a portion of Murietta's name, determined to make it famous in another way. Artenus Ward used to call Melville Landon Eli Perkins when the latter was particularly funny, and the same finally drifted on to the title pages of Landon's books, James R. Gilmore began writing poems during the war and called himself first Richard, and then Edmund Kirke. He adonted a now de plume because he believed. first Richard, and then Edmund Kirke He adopted a nom de plume because he believed n the wisdom of letting the world know as little about the personality of a literary man as possible. The first name of the father of Paul Blouet was Max; the last name of his mother, an Irisk girl, was O'Rell. Donald G. Mitchell, probably in a fit of desperation, signed some Washington letters to the New York Courier and Inquirer, J. K. Marvel. The intelligent printer interpreted it like The intelligent printer interpreted it Ike Marvel, and as it took with the public, Mitchell retained it for his books. Petroleum V Nasby (whose real name was Locke), entered the field of authorship during the petroleum excitement, in Pennsylvania, liked the word, added Vesuvius for euphony, and finished it off with a tribute to the battle of Naseby. Dr. Holland adopted Timothy Titcomb, be-Dr. Holland adopted Timothy Fitcomb, be-cause it was alliterative and catchy. B. P. Shillaber became Mrs. Partington in memory of Sydney Smith's dame who mopped the At-lantic out of her cottage. The lines which led to the adoption of this famous pseudonym ran as follows: "Mrs. Partington said that it made no difference to her whether the price of flour increased or not, as she always had to pay just as much for half a dollar's worth."-Adapted from Current Literature.

O MERCHANT, in thine hours of E E E, If on this paper you should C C C, Take our advice, and now be Y Y Y, Go straightway out and advert 1 I I, You'll find the project of some U U U, Neglect can offer no ex Q Q Q, Be wise at once, prolong your d A A A, A silent business soon d K K K.

—Philadelphia Sunshine.

THE postal card celebrated its twentieth birthday on September 25, 1889. Prussia suggested it 1865, but Austria began it in 1869. America tookit up in 1873, and by 1878 its use was universal.—Mechanical News.

UNDUE EXAGGERATION IN ADVER-TREMENTS.—It is a silly thing to brag loudly of one's own doings (the more sof it be false), and to imitate the braggadocio soldier of the play, telling falsehoods to the great amusement of the company.—Cicere. TYPE made from paper is the latest movelty. A process has been patented in England by which large type used for placards can be made from pulp. Such letters are at present cut on wood. The pulp is reduced to a powdered or comminuted state, after which it is thoroughly mixed with a water-proofing liquid or material, such as parafine oil or a drying linseed oil, for instance. The mixture is then dried and subsequently pulverised. In its pulvernsed state it is introduced into a mold of the requisite construction to produce the desired article—type or block—and then subjected to pressure to consolidate it and heat to render tacky or adhesive the water-proofing material. Finally, the type is cooled while in mold, so as to retain shape and solidity.—Chicago News.

TRADE MARKS.—The simpler and more commonplace a trade mark is the better. These figures taken from the Roman classics and Greek mythology are just so much wasted space. The every-day public as a rule have but a slight acquaintance with these exalted personages, and the application is consequently lost sight of entirely. A Philadelphia concern not long ago issued a design representing the smith god Vulcan at his forge. Nine-tenths of that issue went among tin roofers, men who make a living putting up stoves, and other gentlemen whose acquaintance with the smith god was distant to say the least. Another patent medicine house had a picture of Hercules slaying a dragon, and I might extend this list ad infinitum. A baking soda concern on the other hand have a picture of an Alderney cow, a subject with which nearly every one is familiar. It didn't take long for the people to ask for the "cow brand," and the consequence is that all the subsequent advertising done by this house has been easily comprehended, for the cow comes in naturally and gracefully in almost every case.—Art in Advertising.

SPECIAL NOTICES.

Advertisements under this head, without any display, inserted at 250, a line each issue.

THE HOUSTON POST-All South Texas.

NEW YORK WEEKLY. \$1.25 per agate line. Circulation, over 200,000.

A DVERTISERS everywhere use "Challen's Record of Contracts," for quick entry and reference. CHALLEN, 10 Spruce St., N.Y.

ly. Street & Smith, Publishers, N. Y. City.

THE HOUSTON POST is the cheapest and most thorough medium by which advertisers can get before the people of Eastern, Southern and Western Texas

TO PUBLISHERS.—No scheme. New premium offers. Attractive, useful and interesting. Big percentage. Address. "HEINES," PRINTERS' INK Office, N. Y.

SUBSCRIBE FOR NATIONAL JOURNAL IST. Official paper National Editorial Association. A paper for publishers, editors, and employing printers. 25 Third Ave., Chicago, Ill.

TYPE made from paper is the latest THE HOMECIRCLE, St. Louis, Mo. Month

NEWSPAPERS use and re-order "Challen's advertising and Subscription Books," and save many times their cost. Sold by all Advertising Agencies. CHALLEN, Publisher, 10 Spruce St., New York.

FOR SALE.—A half or entire interest in a weekly newspaper and job office, established forty years, in a growing city of 9,000 population, in Northern Ohio. Best of reasons for selling. Address "BUCKEYE," care PRINTER'S ISK, New York City.

JUDGING from the patronage of Texas advertisers, THE HOUSTON POST is the most popular Daily in Southern Texas. it publishes more "want" ads. than air Texas dailies combined, and is the recognized State medium for "wants," circulation considered. Rates are very low.

OFFICE OF THE TRENTON TIMES. Daily and Weekly. Only afternoon paper in the city. Population, 60,000. Edwin Fitz-george. Printer and Publisher. Trenton, N.J., Jan. 18, 1890. To W. D. WILSON PHISTINK CO., Limited, 140 William St., New York City: Gentlemen-The news lak of your make excels all links that I have used for newspaper or poster work. Hoping you will ensure in the good work. Hoping you will respectfully, EDWIN FITZGEORGE.

THE SOUTHERN CHRISTIAN ADVOCATE, established 1837, published at Columbia. South Carolina, is the official organ of 65,000 Methodists of the state. Guaranteed circulation over 5,000 each issue to paid-up subscribers. Every name cut off at expiration of subscription. An eight-page paper, hand of subscription. An eight-page paper, hand the columbia of the columbia of

Weekly, established 1875, published at Columbia, South Carolina, population over 15,00 and growing rapidly. Largest water power in America will be completed this year. Five railroads running hence. Electric lights, street cars, graided schools, cotton factory, oil mils, cotton compress, four banks. A live place. The Respirate in its two editions serves this city and has a good general circulation of the control of the cont

PORTLAND, OREGON. does the heaviest business of any city in the world of the same size. Population, 60,000. Wholesale trade for 1888, \$118,000.000. To reach and the same size. Population, 60,000. Wholesale trade for 1889, \$118,000.000. To reach and the same size. Population, 60,000. Wholesale trade for 1889, \$118,000.000. To reach and the OREGONIAN. THE OREGONIAN STATE OREGONIAN STATE OREGONIAN STATE OREGONIAN STATE OR STA

TIS AN INTERESTING FACT that the Inarcest advertisers in PRINTERS IMs, since its establishment in 1888, have been the special agents. These men more than any others are around among advertisers and know what they think and talk about. The largest ingle order for advertising with the year 1881, comes from a house which has long clained, and is sometimes admitted to control, the largest patronage ever accorded to control, the largest patronage ever accorded to an advertising agency. The one newspaper which has had the most remarkable success in pushing its circulation up to half a million copies, and doing it quickly, has not address advertisers every week through the columns of PRINTERS' LEE. The publisher, who is in a small town, near the jumping off place, in the State of Haine, has succeeded in securing more than a million subscribers for his various publications, and by their enor had been caused to be a constitute that of any other State, has used the pages of PRINTERS' INK. The publishment in 1888, and his contract for 1890 is on file in the office. The one combination of Religious Newspapers, which is made up of publications of strictly the highest charcher eaders of PRINTERS' INK, through a full page announcement in every issue. It would appear that those persons who know a good thing when they see it are availing themselves of the columns of PRINTERS' INK to reach the advertisers of America; and it is not the control of the columns of the column of the comes of which the page announcement in every issue. It would appear that those persons who know a good thing when they see it are availing themselves of the columns of PRINTERS' INK to reach the advertisers of America; and it is the page and the services of this remarkable little journal. When every body knows how wood and bright and smart and capable it is, it will have too much advertisers patronage; or will have to keep it within limits by doubted, however, if any price an exceed its value, when its capacity to serve is considered.

IF YOU WANT TO BE POSTED on NORTHERN COLORADO, and BOULDER COUNTY

in particular, subscribe for

The Boulder County Herald

DAILY, \$7.00. WEEKLY, \$2.00.

Best Advertising Medium in Northern Colorado.

BIND YOUR COPIES

PRINTERS' INK.



A Handy Binder for PRINTERS' INK may be obtained for five two-cent stamps. It holds the numbers for an entire volume in a compact and convenient form.

Copies are easily inserted or removed. Address the Publishers,

GEO. P. ROWELL & Co., 10 Spruce Street, N. Y.

Few Hens.





IS NOT A SPECIAL, Fanciers' paper; but DEVOTED ENTIRELY to the interests of those persons on farms, and in the suburbs of towns, who keep A FEW HENS, thus reaching all classes. FOR THIS REASON it is coming rapidly to the front as a GENERAL ADVERTISERS' MEDIUM. For rates, etc., address-

FARM-POULTRY. 22 CUSTOM HOUSE STREET, BOSTON, MASS.



NEW YORK, N. Y.

PRESENT SUBSCRIPTION LIST - - - ABOVE - - - 100,000, AND RAPIDLY GROWING TO - - - -200,000.

CIRCULATION ABSOLUTELY CUARANTEED.

Affidavit, or N. Y. Post Office Receipt, furnished whenever desired.

All advertisements must reach Business Office, 111 Nassau St., N. Y. City, by 10th of the month next preceding date of issue.

Beginning March, 1890, appears in a handsome Colored Cover, whose Second, Third and Fourth Pages are open to advertisers.

No Advertisement is admitted to Front Page of Cover.

This Cover is a permanent feature, and contracts for Cover space may be made for a full

year, if desired.

ADVERTISING RATES.

Ordinary displayed advertisements...... 80 cents per agate line.

DISCOUNTS.

3	months,	or	100	lines	5	per	cent.
6	44	66	250	***************************************	\$D	6.0	**
12	44	44	500	***********************	20	- 66	4.6

Reading notices not desired; but, if insisted upon, will be accepted at \$1.50 per agate line for entire space occupied, subject to above time and space discounts.

COVER RATES.

3/4	page	(170	agate	lines)	\$100	
12		(240		65 1)	9 W E	00
× 5-13	04	7500	44	44		200	00

COVER DISCOUNTS.

za mos.... so per cent. 3 mos.... 5 per cent. 6 mos.... so per cent.

Subscription List, owing to very liberal advertising, will soon reach the 200,000 mark. Line rate will then be advanced to \$1.00. Send in your orders NOW, and get the benefit of the present low scale of prices.

Bills payable monthly. Cash with order from advertisers unknown to us,

HOUSEWIFE PUBLISHING CO., 111 Nassau St., - NEW YORK, N. Y.

Advertisements accepted through any responsible advertising agency.

A DVERTISERS READ THIS, and after you have read it, think it over. Anything that concerns your business is of interest to you. We do not ask you to advertise in our paper, nor in any other papers; we only state the fact that success in advertising depends like any other success in knowing how to do it. Experience is a mighty good thing, but then, you are not to try the 14,000 and odd papers published in this country, for if you do you will sack your safe before you know the a. b. c. of the

science of advertising, for science it is, the advertising on a large or small scale. It is more economic, more profitable, and a great deal wiser to ascertain yourself which paper or set of papers will bring the best result for the same amount of money. PRINTERS' INK is the paper in which you will learn the long and short of the story. It has no interest in having your 'ad.' in one paper rather than another. It is independent, well in-



formed and truthful. If you advertise at all, whether for one dollar, or for one thousand, or for one million of dollars a year, you will miss your road if, not knowing it you do not inquire of the advertiser's guide, and thinking you know it, you take a sinuous pathway and get at the goal at the eve of death. We will send the PRINTERS' INK and the "Woman's Directory," to any advertiser who will prove himself to be such, for one year, for the price of one: that is for two dollars. Address:

DIRECTORY, 41 State street, Brooklyn, N. Y.

PRINTERS' INK.

The Advertisers' Trade Journal.

Issued Weekly. Subscription \$2.00 a Year.

For Publishers

PRINTERS' INK affords an excellent means of addressing each week, more than twenty thousand firms or individuals, accustomed to general advertising. An advertisement in Printers' Ink setting forth the merits of any publication as an advertising medium is likely to attract the attention of these advertisers, many of whom appreciate and value Printers' Ink, because it instructs them concerning the preparation and placing of effective advertising.

For Advertisers

PRINTERS' INK serves as an exponent of the principles of the art of advertising, the advantages of newspaper advertising, and offers practical suggestions to newspaper advertisers. It also indicates to the inexperienced advertiser, how, when, and where to advertise, how to write an advertisement, and how to display one. It contains in each issue interesting matter—original and selected—of interest to advertisers, and discusses advertising topics in an intelligent, impartial and instructive manner.

Advertisements inserted at twenty-five cents an agate line each issue.

GEO. P. ROWELL & CO., Publishers, NEW YORK.

The Best Newspapers.

GEO. P. ROWELL & Co., proprietors of the AMERICAN NEWSPAPER ADVERTISING BUREAU, No. 10 Spruce Street, New York, have issued a pamphlet containing a choice selection of newspapers for an advertiser to use, who prefers to confine his advertising investments to such as are likely to pay him best.

This catalogue names all the greatest and all the best newspapers. The selection made includes every religious, agricultural, or other class weekly, having a regular issue of so many as ten thousand copies; all the great monthlies, the leading dailies in all the largest cities, and aims to name the best paper in every county seat having a population of so much as three thousand, and every other town, village or city having so much as five thousand population, provided a paper is printed which issues as many as a thousand conies a week.

The total output for a single edition of the publications named in this Catalogue of Preferred Newspapers is between fifteen and eighteen million copies, and is, therefore, more than enough to place a paper regularly with every family in every State and Territory.

The number of American newspapers is now so large that the great advertising agencies do not find it wise to attempt to specially represent them all, and at the last meeting of the Association of General Newspaper Advertising Agents it was resolved that each member should prepare a list which, while enumerating the best papers, should name only about one in ten of all which are published.

It has been demonstrated that fully one-half of all the output of American newspapers emanate from less than seven hundred offices, and that a list of more than ten thousand newspapers can be made up, among which no single one prints regularly so many as a thousand copies. To have dealings with this myriad of small papers cannot be thought of by the majority of advertisers, and advertising agencies find transactions with them to be the reverse of profitable.

The carefully selected list which is now issued by GEO. P. ROWELL & Co. is the first which has been put forth in accordance with the resolution of the Association of General

Newspaper Advertising Agents.

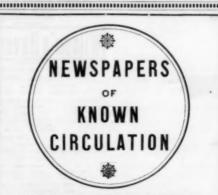
It is issued by the oldest, best equipped, and most favorably known of all the agencies, and is likely to invite careful examination and criticism from both advertisers and publishers. GEO, P. Rowell. & Co. have a more thoroughly perfected system and better facilities for conducting the necessary negotiations with newspapers and watching the fulfillment of advertising contracts than has ever been attempted by any other house in this line in this or any other country. At their Advertising Bureau, which was established in 1865, have originated most of the methods of conducting such a business, which have proved to be permanently successful. They have issued the ARKRICAN NEWSPAPER DIESCTORY for twenty-two years. They now advise their advertising patrons that it will always be well to confine advertisement orders to papers selected from the Catalogue of Preferred Papers here referred to, unless the advertiser has some conclusive reasons of his own for using others.

The population of every place where a newspaper is published is stated in the Catalogue; county seats are designated, and the circulation rating accorded to every paper by the last issue of the American Newspaper Directory is given. Out of the seventeen thousand papers named in the Directory, only about two thousand are selected.

This List will be sent to any address for Twenty-five cents. Apply to

GEO. P. ROWELL & CO., 10 Spruce St., New York.

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THE PAST YEAR'S REGORD. OVER 150,000 COPIES A WEEK!

ELMIRA, N. Y., Dec. 31, 1889.

State of New York, Chemung County, ss. :

I hereby certify that the following is a correct transcript from our records, showing the average bona fide circulation of the Elmira Telegram for the twelve months of the year 1889:

January 130,925	July153.942
February147,648	August148,834
March165,534	September 141,995
April164,520	October 141.713
May150,783	November150,671
June 154 461	December 175 710

Average circulation per week, 152,229 Copies.

H. S. BROOKS, Manager.

Sworn and subscribed to before me, this ad day of January, 1890. RICHARD H. THURSTON, Notary Public.

THE THREE TELECRAMS.

CIRCULATION

ELMIRA	TELEG	RAM	152.	000
ALBANA	TELEG	RAM	40.	000
HARRIS	BURGH	TELEGRAM	40.	000

232,000

A. FRANK RICHARDSON,

SPECIAL AGENT.

13, I4 & 15 Tribune Building, N. Y.

THE NEW BLACK!

THE NEW BLACK!

THE NEW BLACK!

Wilson's Raven Black

This is a NEW black for bookwork and fine Commercial Printing.

DOES NOT SKIN.

(Frinter: appreciate what a saving this means.)

Gan be exposed a week or more without injury.

Does not harden on rollers.

Does not dry on the disk.

Free flowing in fountain.

Gan be used on all classes of paper: dries quickly when worked.

DOES NOT OFFSET!!

There is no waste. Every speck of it can be used. SAMPLE PACKAGE, 1 lb., OME DOLLAR. Belivered Free at any point in the United States. Address (enclosing price):

W. D. WILSON PRINTING INK CO. (Limited),

140 William St., New York.

W. D. WILSON PRINTING INK CO.

LIMITED

140 WILLIAM STREET, NEW YORK.

Factory: LONG ISLAND CITY.

MANUFACTURERS OF

BLACK and COLORED PRINTING INKS

WE OFFER THE CHOICEST GOODS AT PRICES WHICH DEFY COMPETITION.

Wilson's Inks are the Best in the Market.

Wood Cut, Job, Book, News and Extra News Inks, varnishes, bronzes, etc.

SPECIMEN BOOKS and PRICE LIST SENT ON APPLICATION.

"Printers' Ink" is Printed with Wilson's 30c. Book Ink.

Do you print your Newspaper with Ink? Do you pay for the Ink which you use? Do you pay promptly?

INK BUYERS CLASSIFIED.

People in the Printing Ink trade have four classes of customers to deal with, FIRST—Those who pay promptly for their purchases. SECOND—Those who, if they do not pay promptly, pay as they

agree to. THIRD-Those who neither pay promptly nor as they agree, but who DO eventually pay.

FOURTH-Those who never pay.

All Price Lists issued by manufacturers of Printers' Ink, are intended for buyers of the third and fourth classes.

For buyers belonging to the first class, discounts are allowed varying from large to small, according to the amount of goods used, and the security and promptness of payment.

QUALITY.

The Wilson Inks are warranted to be the best in the World.

They are guaranteed to be satisfactory.

If not as represented they may be returned at manufacturers' expense for freight or express charges both ways.

Warranted to be the best Inks made.



W.D. Wilson Printing Ink Co.

(LIMITED.)

140 WILLIAM ST., NEW YORK.

PRICES.—This Company, with its NEW FACTORY, and the very latest improvements, offers the choicest goods to prompt paying purchasers, at PRICES WHICH DEFY COMPETITION.

TERMS.—Bills are payable quarterly. Ten per cent. discount from list or special contract prices whenever cash in full payment accompanies the order. Five per cent. discount from list or special contract prices whenever full payment is made in cash within thirty days.

Printers do not like to pay cash. The following quotation from a letter from one of

our traveling men states the case:
"I enclose check of Star Printing Co. for \$64.05, which pays their account of \$60, due, and \$4.50 for order herewith, less 45c. (105) which is allowed when cash accompanies the order. This is the first instance I have ever had of 'cash accompanying the order.'"

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Is issued weekly, and is the representative journal—the tradit ournal of Angelia a vertisers, windicates to the properties of the properti



CEO. P. ROWELL & CO..
Newspaper Advertising Bureau,
so Sprace St., New York.

Any Publisher who desires to receive PRINTERS' INK regularly, and to make a present of an annual subscription to a few of his principal advertising patrons, may insert the advertisement printed above in payment for a number of subscriptions to be previously agreed upon by correspondence

We are willing to make liberal terms with any Publisher who believes that it will be to his advantage to have his advertising patrons properly educated on the subject of advertising.

When writing, for the purpose of taking advantage of this proposition, it will be well for a Publisher to state exactly what he wants to do, and, if possible, we will in all cases accede to his reasonable requests. Address

GEO. P. ROWELL & CO.,

Publishers of PRINTERS' INK, 10 Spruce St., New York.

GO THOU AND DO LIKEWISE.

Arrangements have recently been entered into with the proprietors of a few of the leading newspapers of the Country; whereby they have been enabled to make a New Year's present of an Annual Subscription to PRINTERS' INK to some of their principal advertising patrons.

In notifying these subscribers of their generous act the publishers have in some cases taken occasion to say a good word for PRINTERS' INK. The fol-

lowing are selections from these commendations :

PRINTERS' INK, a journal for advertisers, will be sent to your address. You will find it very interesting. Please accept same with compliments. S. V. Hinkle, publisher Herald, Jackson, O.

WE have ordered Geo. P. Rowell & Co. to send to your address for one year, at our expense, the publication entitled PRINTERS' INK. You will find it very interesting. W. S. & L. H. Dingman, publisher Herald,

Stratford, Ont.

I HAVE ordered Geo. P. Rowell & Co. to send to your address, at my expense, the publication entitled PRINTERS' INK—a journal for advertisers. You will find it in journal for advertisers. You will find it interesting. William G. David, publisher Republican, Lyons, N. Y.

WE have ordered Geo. P. Rowell & Co. to send to your address for one year, at our expense, the publication entitled PRINTERS' INK, a journal for advertisers. You will find it very interesting. Journal Printing Com-

pany, Muscatine, lowa.

WE have taken the liberty to send you PRINTERS' INK for the ensuing year. It will assist you in getting up your advertising matter. Read it carefully, you will find much useful information in it. D. K. & J. C. Wagner, proprietors The News, Shippensburg, Pa.

I have ordered Geo. P. Rowell & Co. to send to you for one year, at my expens the publication entitled PRINTERS' INK. Ye will find it interesting. Please accept same with my compliments. N. Eisenlord, pubwith my compliments. N. Eisenlord, lisher Evening News, Kansas City, Mo.

THE brightest and foremost advertisers carefully peruse each number of this able journal. It is full of the science of advertising. You will find PRINTERS' INK not only acceptable and interesting, but of value in a material sense. E. C. Allen, proprietor of Allen's Lists, Augusta, Me.

MESSRS, Geo. P. Rowell & Co., of New York, the most extensive advertising agency in America, publish weekly an exceedingly valuable little magazine, choke full of brilliant hints to advertisers. Having proved the value of this publication during the proved the value of this publication during the past year, and knowing that you would find it equally valuable, we have arranged with the publishers to send it to your address for one year, without cost to yourself. We hope you will find it of interest. A. J. Pineo, publisher News, Picton, N. S.

WE think that in this little journal you will find hints and suggestions on the subject of advertising, from time to time, which will prove to be of value or interest to you. Chicago Newspaper Union, 271 Franklin St., Chicago, Ill.

I have ordered Geo. P. Rowell & Co. to send to your address for one year, at my to send to your addition to the Pennters' Ink, a journal for advertisers. You will find it very interesting. Please accept same with my compliments. G. R. Williams, publisher Times, Fort Smith, Ark.

In consideration of your generous patronage, we take pleasure in sending you, during 1800, a copy of PRINTERS INK, a week-ly journal for advertisers. We are sure that ly journal for advertisers. We are sure that the suggestions contained therein will be of interest and value to you as an advertiser. Orange County Farmer, Port Jervis, N. Y.

WE have subscribed in your name for PRINTERS' INK for 1890, which will be mailed you regularly each week during the year by its publisher, Geo. P. Rowell & Co., of New York. PRINTERS' INK merits the careful attention of wave hydrogen and interested. ful attention of every business man interested in advertising. The Standard-Union, Brook-

WE have arranged to send you, with our compliments and good wishes, a year's subscription to PRINTERS' INK, a bright little weekly, which will tell you many a good story and give you many a useful hint about the best investment you can possibly make of a portion of your capital. D. T. Elmer, manager Commercial, Monroe, Mich.

PLEASE accept, with our compliments, an annual subscription for PRINTERS!

INK—a journal for advertisers. We have ordered the publisher, Geo. P. Rowell & Co., New York, to mail it to your address at our expense. The brightest and foremost advertisers carefully reviews carefully reviews and process. tisers carefully peruse each number of this able journal. New York Newspaper Union, 134 Leonard St., New York.

WE trust you will accept, with our WE trust you will accept, with our compliments, in the same aprir in which it is tendered, a year's subscription to PRINTERS' INK, a weekly journal for advertisers. You will find it useful and interesting in every way, as it contains a wealth of information on the subject of advertising. It is the best class journal in the world. C. M. Bowman, editor and publisher Times (daily), Standard (weekly), Lebanon, Pa.

It is desirable that every advertiser shall have an opportunity to peruse that wise and judicious publication: PRINTERS' INK. We are, therefore, willing to make liberal terms with any publisher who believes that it will be to his advantage to have his advertising patrons properly educated on the subject of advertising. For terms address,

GEO. P. ROWELL & Co., Publishers of PRINTERS' INK,

10 Spruce St., New York.

-WE TRY-To Conduct the Business

Newspaper Advertising Bureau

in such a manner that every publisher shall be glad to receive our orders for advertising, at the lowest price which he is willing to accept from any one; and at the same time be willing to allow our patrons every concession which can under any circumstances be permitted in the matter of choice position or editorial mention.

GEO, P. ROWELL & Co., 20 Spruce St., N. Y.



American

Newspaper Directory

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TWENTY-FIRST ANNUAL VOLUME.

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Miscellanies.

An advertisement in a paper Is a very simple thing; Be it round or square or taper-

Ing, it has the same clear ring. At first it seems to pass you by, Or draws but slight attention, The next you know you have to try
To keep from making mention
Of what it says. Then it comes

A little nearer to you, And you are forced to recognize

It's trying hard to do you.
But when for business it starts out No mercy does it give; ltsimply plays with you a while, Then hits you where you live.

-Stoves and Hardware.

"Are you writing much funny matter now, Mr. Laffer?"
"Not a great deal. I sprained my humor wrist."—Yenowine's News.

Lives of poor men oft remind us honest toil don't stand a chance; more we work we leave behind us bigger patches on work we leave beaind us ougger patches on our pants. On our pants once new and glossy now are patches of different bue; all because subscribers linger and won't pay up what is due. Then let all be up and doing; send in your mite be it so small, or when the snows of winter strike us we shall have no pants at all. -Boseman Appeal.

Griggs-Do you mean to tell me there is no money in literature? Look at Dawson; he's worth his millions.

Penman-Dawson? What did he ever

write?

Grigg's-Nothing; he's a publisher. - Boston

"Beg pardon for intruding, sir, but I have here a sovereign remedy for neuralgia, I have here a sovereign remedy for neuragia, nervousness, loss of sleep, lame back, sore throat, warts, corns, salt rheum—" (Indignantly)—"Sir, this is the office of the Exponent of Christian Science. We have no use for medicines. They are useless. They are humbugs, sir!" "Chilblains, liver compains, freekles, beachitistical as use control in the control of the co freckles, bronchitis, and a sure cure for in-growing toe nails, which I should like to advertise in your periodical, six inches, double column, top of page, next pure reading mat-ter, one year, with privilege of changing once a month." "Glad to see you, sir. Take a chair."—Housekold.

Druggist-Mr. Mixer, what is all

that stuff down cellar?

Clerk—Oh, that's some medicine that there's no sale for, It's Drake's Digestion Provoca-tive, I thought of getting the old junk man to carry it off

to carry it off.
Druggist—Nonsense! Change its name.
Call it the Influenza Annihilator, and we'll
get rid of it fast enough.—Boston Transcript.

For the benefit of those who abhor printers' ink as a prime factor to the advanceprinters ink as a prime factor to the advance-ment of their interest, we should state that Samson—the strong party—was the first man to advertise. He took two solid columns to demonstrate his strength, and several thous-and people "tumbled" to the scheme. He brought down the house,—Democratic Union. Lady Friend-Do you write on

space, Mr. Scribbler?
Mr. Scribbler-No, madam, I just write on ordinary wrapping paper.—Exchange.

"You ought to make a good editor

for a comic paper."
"Why so?"
"You have chestnut eyes." — Munsey's Weekly.

"You write for the comic papers, don't you, Woodby?" inquired a friend, "Hardly for," replied Woodby, gloomily, as he pared the lambrequin of his trousers with a penknife, "fo."—Puck.

Customer-I see Customer—I see you advertise: "Umbrellas recovered while you wait."

Shopkeeper—Yes, sir; certainly sir.
Customer—Well. I lost an umbrella a year
ago last fall, and I guess I'll sit down here
while you recover it for me—Boston Heraid.

Pompous Party—So you are the exchange editor, young man. Nautically speaking, you are a clipper? Searnelle—No. Inasmuch as I ply the scissors for a living, I am a revenue cutter.—Pittaburg Bulletin.

New Reporter-I say, Mr. Editor, I'd like to know— Editor—What would you like to know?

'A prominent citizen has broken his neck on a toboggan slide.

"Well, what of it?"
"I'm puzzled to know whether the item comes under the head of Sporting News or Society Gossip."—Texas Siftings.

Foreman of composing room (speaking through the tube to managing editor)-You say you want that article about the woman who killed a bear and three cubs illustrated with a cut of the woman?

Managing editor—Yes; I do. Foreman—What cut shall I use? Editor—Where is that cut of Lydia Pink-

Editor—Where is that weekly?

Foreman—It's being used in the first form to illustrate that article on Queen Victoria.

"Well, then run that picture of Harriet

Hubbard Ayer for the woman who killed the

"All right, but what are we going to do for cuts for that article about Joseph Chamber-lain and his bride?"

him and his bride?"

"Well, supposing you run that cut of W.
L. Douglas that goes with his \$3-shoe advertisement for Sir Joseph, and that old hand-bill cut of Emma Abbott for his bride,"

"All right; and I suppose that old cut of the new Colorado capital will do for Sir Joseph's castle, won't it?"

"Yes; yes; run anything you can find for the castle. There's a lot of old cuts in the job room. See if you can find something there for an article I'm going to send down about the Emperor William and his wife. I guess that old cut we ran a few weeks ago of guess that old cut we ran a few weeks ago of Coquelin and Jane Hading will do,"
"All right; Hading and Coquelin goes,"—
Detroit Free Press.

Here lies the body of Moses Draper (Tread softly ye who pass),
Who lived till sixty without a paper,
And then blew out the gas.
And then blew out the gas.